

Tourism Development Committee (TDC) Minutes

May 24, 2011

9:30-10:30 am.

Kirkland City Hall, Norkirk Room

Present: Penny Sweet (Chair), Ellen Miller-Wolfe (staff), Julie Huffman (staff), Belinda Jensen, Dan Mayer, Jac Cooper, Kathryn McNeil, Ryan Noel (attended part of meeting)

The Committee conferenced with Michael Leonetti, representative of “America’s Hidden Gems to Live, Work and Play” on the Travel Channel a new program to be hosted by Terry Bradshaw. The program will have five, five minute segments about cities that are hidden gems. A film crew will arrive within 50-75 days of contract signing, spend 8-10 hours shooting the city and highlighting things to do, places to see, historical and cultural destinations or events throughout the year and any economic development highlights. Also, they are interested in environmental or sustainable initiatives. Their focus is on the general quality of life. They also will interview city representatives, business owners, and citizens. Terry Bradshaw will narrate and do voice-over. Michael indicated that they have various examples on the website to give a sense of the production quality on the segment, though each story is different. The segment will air 20 times, nationally once, regionally 19 times through headline news and regional channels. The Committee would need to select the area’s most appropriate media to air the show.

Questions from Staff and Committee

Question: Experience with the type of show he is proposing to us: tourism

Response: The Committee would have semi-control of editorial content. We would sign off on final production before airing. They will make the initial rough edit, then will give us a secure link to view the direction they are heading. Then if omissions or additions,

Question: Who would be the person to write the script? Do they have tourism experience?

Response: They have a full team of professional writers.

Question: Who owns the video?

Response: They hold copyright on the Insights show. However, the 5 minute segment is given to us to repurpose for future needs. We could rebroadcast it on Kirkland TV for the next 5 years. We are allowed to edit it. It is our intellectual property to do with as we want.

Question about tourism again:

Response: Yes, they have travel people associated with their script staff. We will work in conjunction with the script writer. They do assign a specific person to work hand in hand with us to get the direction down that we want and that they want as well.

Question: Do we have use of their brand.....eg. “Logo plus “As seen on the Travel Channel....”

Response: Reference from CarePatrol Company who used Insights said that the biggest benefit was use of the Insights or Travel Channel logo. Michael indicated that we could use their logo on our website when linking to the video.

Question: In Seattle they pay the city to come in to film, why is it that we have to pay for this and how did they come up with the amount?

Response: Michael described economies of scale—there is a flat scheduling fee for everyone. They were thinking of increasing it but don't want to preclude stories from being told. It is a 3-4-5 month process and collaborative effort. We need to ensure your cooperation and our commitment to timelines, etc. Don't need to be chasing us down to sign off on final script, sign off on production, etc., and find that still have to do that. They don't have the luxury of that time so they need to fit it into their deadline. The scheduling fee is in there to ensure commitment, and also to allow the licensing rights to the video to be used by us afterward. The film Shot in HD, make sure the quality is there.

Question: What happens to the footage that they edit down? Can we get access to the other footage?

Response: B roll footage—yes we do have access to that footage at a nominal charge (\$5-600).

Question: How much does it cost to do that kind of video if we just paid for it?

Response: Frause reviewed this option and said that when you put the travel channel brand on your site, that carries a lot of weight. Also, that it's nice to have someone else controlling things, as can be less political and more focused on the tourism product.

KPC pays \$1000-\$3000 per minute for video production

Question: Arose regarding the writers—are they going to be travel writers in charge of the script?

What could we get for the same money if we went to KCTS or another channel? Could focus on local market.

Response: Goal is to get high quality video of the city and then find opportunities to show it. Would like to compare this product with a local video company to come up with additional questions to answer or options.

Committee thinks the value of this is in the branding of the travel channel.

Reviewed the budget. TDC is projected to have \$128k in reserves at the end of the 2011-12 budget. Also have \$5k that was allocated for the Fish Frolic, which was cancelled for this year. Can repurpose those funds or can hold those funds for them for next year.

Dan offered to look into other options and propose alternatives. Committee agreed to look at those. He would support it at \$10-12k, not

Next meeting is June 2nd. Can we make a decision at that meeting? Need to move forward with this soon in order to have them out during the time of good weather.